

Handel

#63226 ver #2

9-1  
9-2  
13-1  
12-1  
11-1  
4-6

Weekday	Date	Priority	Inv. Code (Booked)	Time Period	Length	Rate	Order#	Makegood Offer
✓ Wednesday	10/03/12	P-3	Soap Rotator	1230p-2p	:30	\$350.00	63226	1X Sat 3:30-7P on 10/6 (SEC Football) @ \$350 ✓
✓ Thursday	10/04/12	P-3	Soap Rotator	1230p-2p	:30	\$350.00	63226	1X Sat 3:30-7P on 10/6 (SEC Football) @ \$350 ✓
✓ Sunday	10/07/12	P-3	Face the Nation	1030a-11a	:30	\$350.00	63226	1X Th-Fri 12-12:30P w/o 10/1 @ \$350 ✓
✓ Sunday	10/07/12	P-3	CBS Sun Morning	(10:00:00 AM-10:30:00	:30	\$450.00	63226	2X Th-Fri 4-4:30P w/o 10/1 @ \$375 & 1X Th-Fri 9-10A w/o 10/1 @ \$150 ✓
✓ Sunday	10/07/12	P-3	CBS Sun Morning	(9:30:00 AM-10:00:00 A	:30	\$450.00	63226	
✓ Monday	10/08/12	P-3	CBS This Morning	(7:00:00 AM-8:00:00 AM	:30	\$190.00	63226	1X Th-Fri 8-9A w/o 10/1 @ \$190

## Dienger, Whitney

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**From:** Whitney Eversole [WEversole@strategicmediaplacement.com]  
**Sent:** Wednesday, October 03, 2012 11:46 AM  
**To:** Connell II, Jim  
**Cc:** Dienger, Whitney; Jacobs, Sarah  
**Subject:** RE: WKRC Josh Mandel MG Form.xls

That works, thanks

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**From:** Connell II, Jim [mailto:jconnell@local12.com]  
**Sent:** Wednesday, October 03, 2012 11:42 AM  
**To:** Whitney Eversole  
**Cc:** Dienger, Whitney; Jacobs, Sarah  
**Subject:** WKRC Josh Mandel MG Form.xls

Whitney,

Please see the attached makegood offer form and let us know if these are OK.

Thanks!

Jim Connell  
National Sales Manager  
WKRC-TV

10/3/2012

ORDER



Orders	Order / Rev:	63226
	Alt Order #:	
	Product Desc:	2795
	Estimate:	2795
	Flight Dates:	10/03/12 - 10/09/12
	Original Date / Rev:	10/02/12 / 10/03/12
	Order Type:	GENERAL
	Primary AE:	Local 12 WKRC-TV
	Sales Office:	LSM LSM
	Sales Region:	CVG
		Local

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
	Billing Type:	Cash
	Billing Calendar:	Broadcast
	Billing Cycle:	EOM/EOC
	Agency Commission:	15%

Advertiser	Name:	Josh Mandel fo Ohio US Senate
	Demographic:	HH
	Product Codes:	US Senate
	Priority:	P-4
	Revenue Codes:	AGY, POL-CAND, GEN
	New Business Thru:	
	Order Separation:	00:15:00
	Advertiser External ID:	
	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	66	\$47,365.00	\$40,260.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	66	\$47,365.00	\$40,260.25	0.00
Totals	66	\$47,365.00	\$40,260.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$47,365.00
Market	100%	\$115,524.39

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	20%	\$23,104.88
WLWT	20%	\$23,104.88
WSTR	10%	\$11,552.44
WXIX	9%	\$10,397.20

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WKRC	10/03/12	10/09/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	MTWTF--	:30	4	\$325.00	P-3	0.00	NM	6	\$1,950.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	--WTF--	4	4	\$325.00			0.00					
		Week: 10/08/12	10/14/12	MT-----	2	2	\$325.00			0.00					
N 3	WKRC	10/03/12	10/09/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	MTWTF--	:30	4	\$325.00	P-3	0.00	NM	6	\$1,950.00
				6a Good Morn Cincinnati		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	--WTF--	4	4	\$325.00			0.00					
		Week: 10/08/12	10/14/12	MT-----	2	2	\$325.00			0.00					
N 4	WKRC	10/03/12	10/09/12	CBS This Morning	CM	7:00 AM-8:00 AM	MTWTF--	:30	4	\$190.00	P-3	0.00	NM	5	\$950.00
				CBS Morning News		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					



Advertiser:

Alt Order #:

Local 12 WKRC-TV

2795

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N12	WKRC	10/07/12	10/07/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	4	\$1,090.00
				CBS Sun Morn News		(10:00 AM-10:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1	1	\$450.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WKRC	10/01/12-10/07/12	CBS Sun Morning	10:00 AM-10:30 AM	-----Su	:30	(\$450.00)	0.00	NM						
		See MG 12.2,12.3,12.4,12.5													
		[No Avail]													
2	WKRC	10/04/12-10/05/12	4p Local 12 News at Four	4:00 PM-4:30 PM	4:30 P----	ThF----	:30	\$375.00	0.00	NM					
		MG for 11.1,12.1,4.6													
		[Approved by Buyer]													
3	WKRC	10/04/12-10/05/12	4p Local 12 News at Four	4:00 PM-4:30 PM	4:30 P----	ThF----	:30	\$375.00	0.00	NM					
		MG for 11.1,12.1,4.6													
		[Approved by Buyer]													
4	WKRC	10/04/12-10/05/12	M-F 9a-10a	9a-10a		----ThF----	:30	\$150.00	0.00	NM					
		MG for 11.1,12.1,4.6													
		[Approved by Buyer]													
5	WKRC	10/04/12-10/05/12	CBS This Morning	8:00 AM-9:00 AM	8:00 A----	ThF----	:30	\$190.00	0.00	NM					
		MG for 11.1,12.1,4.6													
		[Approved by Buyer]													
N13	WKRC	10/07/12	10/07/12	Face the Nation	CM	1030a-11a	-----1	:30	1	\$350.00	P-3	0.00	NM	3	\$1,050.00
				Face the Nation											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1	1	\$350.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WKRC	10/01/12-10/07/12	Face the Nation	1030a-11a		-----Su	:30	(\$350.00)	0.00	NM					
		See MG 13.2,13.3,13.4													
		[No Avail]													
2	WKRC	10/04/12-10/05/12	Local 12 News at Noon	12p-1230p		---ThF----	:30	\$350.00	0.00	NM					
		MG for 13.1,9.1,9.2													
		[Approved by Buyer]													
3	WKRC	10/06/12-10/06/12	SEC Football	3:30 PM-7:00 PM	3:30 PM-7:00 PM	-----Sa--	:30	\$350.00	0.00	NM					
		MG for 13.1,9.1,9.2													
		[Approved by Buyer]													
4	WKRC	10/06/12-10/06/12	SEC Football	3:30 PM-7:00 PM	3:30 PM-7:00 PM	-----Sa--	:30	\$350.00	0.00	NM					
		MG for 13.1,9.1,9.2													
		[Approved by Buyer]													
N14	WKRC	10/03/12	10/09/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	MTWTF--	:30	4	\$525.00	P-3	0.00	NM	6	\$3,150.00
				5p Local 12 News at Five		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WTF--	4	\$525.00	0.00								
		Week: 10/08/12	10/14/12	MT-----	2	\$525.00	0.00								
N15	WKRC	10/03/12	10/09/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	6	\$3,600.00
				5p Local 12 News at Five		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WTF--	4	\$600.00	0.00								
		Week: 10/08/12	10/14/12	MT-----	2	\$600.00	0.00								
N16	WKRC	10/03/12	10/09/12	6p Local 12 News at Six	CM	6p-630p	MTWTF--	:30	4	\$650.00	P-3	0.00	NM	6	\$3,900.00
				6p Local 12 News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WTF--	4	\$650.00	0.00								
		Week: 10/08/12	10/14/12	MT-----	2	\$650.00	0.00								
N17	WKRC	10/03/12	10/09/12	11p M-F Local 12 News	CM	11p-1135p	MTWTF--	:30	4	\$1,100.00	P-3	0.00	NM	6	\$6,600.00
				11p M-F Local 12 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	--WTF--	4	\$1,100.00	0.00								
		Week: 10/08/12	10/14/12	MT-----	2	\$1,100.00	0.00								
N18	WKRC	10/06/12	10/06/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1-	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				11p Sa-Su Local 12 Nws											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/01/12	10/07/12	-----1-	1	\$1,100.00	0.00								
		Week: 10/08/12	10/14/12	-----1-	1	\$1,100.00	0.00								

